

ORDER



Orders	Order / Rev:	167856
	Alt Order #:	06859832
	Product Desc:	E PAULSEN 4 CONGRESS
	Estimate:	
	Flight Dates:	10/17/12 - 10/23/12
	Original Date / Rev:	10/24/12 / 10/24/12
	Order Type:	GENERAL

KSTP-TV, LLC and KSAX-TV

Primary AE:	Rachel Chason
Sales Office:	P-PHL
Sales Region:	National

Agency	Name:	Strategic Media Services
	Buying Contact:	
	Billing Contact:	
		3299 K St NW Ste 200
		Washington, DC 20007-4415

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Paulsen for Congress
	Demographic:	A35+
	Product Codes:	PL1
	Priority:	3
	Revenue Codes:	AGY, POL, CAND

New Business Thru: _____
 Order Separation: 00:15:00
 Advertiser External ID: _____
 Agency External ID: _____

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/23/12	34	\$20,700.00	\$17,595.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	34	\$20,700.00	\$17,595.00	0.00
Totals	34	\$20,700.00	\$17,595.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Rachel Chason			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KSTP-TV, LLC and KSAX-TV	19%	\$20,700.00
Market	100%	\$108,947.37

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KARE	34%	\$37,042.11
KMSP	0%	\$0.00
KMWB	0%	\$0.00
KPXM	0%	\$0.00
KRWF	0%	\$0.00
KSAX	0%	\$0.00
KSTC	0%	\$0.00
WCCO	47%	\$51,205.26
WFTC	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	M	10/18/12	10/21/12	M-F,Su Late News M-F, Su 10-1035p	CM	10-1035p	---T--S	:30	2	\$1,350.00	2	0.00	NM	2	\$2,700.00
NEWS @10P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	---T--S	2			\$1,350.00		0.00					
2	M	10/23/12	10/23/12	M-F,Su Late News M-F, Su 10-1035p	CM	10-1035p	-T-----	:30	1	\$1,350.00	2	0.00	NM	1	\$1,350.00
NEWS @10P															

Order / Rev: 167856
Alt Order #: 06859832
Flight Dates: 10/17/12 - 10/23/12

Advertiser: Paulsen for Congress
Product Desc: E PAULSEN 4 CONGRESS
Estimate:

KSTP-TV, LLC and KSAX-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
2	M	10/23/12	10/23/12	M-F,Su Late News M-F, Su 10-1035p	CM	10-1035p	-T-----	:30	1	\$1,350.00	2	0.00	NM	1	\$1,350.00
NEWS @10P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----					1	\$1,350.00		0.00			
3	M	10/17/12	10/19/12	M-F 6-7a News M-F 6-7a News	CM	6-7a	--WTF--	:30	3	\$550.00	2	0.00	NM	3	\$1,650.00
MORN NEWS 6A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--WTF--					3	\$550.00		0.00			
4	M	10/22/12	10/23/12	M-F 6-7a News M-F 6-7a News	CM	6-7a	MT-----	:30	2	\$550.00	2	0.00	NM	2	\$1,100.00
MORN NEWS 6A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MT-----					2	\$550.00		0.00			
5	M	10/17/12	10/19/12	M-F GMA M-F GMA	CM	7-9a	--WTF--	:30	3	\$500.00	2	0.00	NM	3	\$1,500.00
GMA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--WTF--					3	\$500.00		0.00			
6	M	10/22/12	10/23/12	M-F GMA M-F GMA	CM	7-9a	MT-----	:30	2	\$500.00	2	0.00	NM	2	\$1,000.00
GMA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MT-----					2	\$500.00		0.00			
7	M	10/17/12	10/19/12	M-F Midday News M-F Midday News	CM	11a-12p	--WTF--	:30	3	\$250.00	3	0.00	NM	3	\$750.00
NEWS 11A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--WTF--					3	\$250.00		0.00			
8	M	10/22/12	10/23/12	M-F Midday News M-F Midday News	CM	11a-12p	MT-----	:30	2	\$250.00	3	0.00	NM	2	\$500.00
NEWS 11A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MT-----					2	\$250.00		0.00			
9	M	10/19/12	10/19/12	M-F 430-5p News 430p News	CM	430-5p	----F--	:30	1	\$400.00	2	0.00	NM	1	\$400.00
NEWS 430P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--					1	\$400.00		0.00			
10	M	10/22/12	10/22/12	M-F 430-5p News 430p News	CM	430-5p	M-----	:30	1	\$400.00	3	0.00	NM	1	\$400.00
NEWS 430P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----					1	\$400.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	M	10/22/12-10/28/12		M-F 430-5p News			430-5p	M-----	:30	\$400.00		0.00	NM		
11	M	10/17/12	10/19/12	M-F 5-530p M-F 5-530p	CM	5-530p	--WTF--	:30	3	\$700.00	2	0.00	NM	3	\$2,100.00
NEWS 5P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--WTF--					3	\$700.00		0.00			
12	M	10/23/12	10/23/12	M-F 5-530p M-F 5-530p	CM	5-530p	-T-----	:30	1	\$700.00	2	0.00	NM	1	\$700.00
NEWS 5P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----					1	\$700.00		0.00			
13	M	10/19/12	10/19/12	M-F 6-630p M-F 6-630p	CM	6-630p	----F--	:30	1	\$1,100.00	2	0.00	NM	1	\$1,100.00
NEWS 6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

KSTP-TV, LLC and KSAX-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
13	M	10/19/12	10/19/12	M-F 6-630p M-F 6-630p	CM	6-630p	----F--	:30	1	\$1,100.00	2	0.00	NM	1	\$1,100.00
NEWS 6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	----F--		1		\$1,100.00		0.00					
14	M	10/23/12	10/23/12	M-F 6-630p M-F 6-630p	CM	6-630p	-T-----	:30	1	\$1,100.00	2	0.00	NM	1	\$1,100.00
NEWS 6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	-T-----		1		\$1,100.00		0.00					
15	M	10/18/12	10/18/12	M-F 630-7p M-F 630-7p	CM	630-7p	---T---	:30	1	\$1,050.00	2	0.00	NM	1	\$1,050.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	---T---		1		\$1,050.00		0.00					
16	M	10/22/12	10/22/12	M-F 630-7p M-F 630-7p	CM	630-7p	M-----	:30	1	\$1,050.00	2	0.00	NM	1	\$1,050.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	M-----		1		\$1,050.00		0.00					
17	M	10/20/12	10/20/12	Sa 6-7a Sat 6a News	CM	6-7a	-----S-	:30	1	\$250.00	3	0.00	NM	1	\$250.00
NEWS SAT 6A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	-----S-		1		\$250.00		0.00					
18	M	10/20/12	10/20/12	SA GMA Sa GMA	CM	7-8a	-----S-	:30	1	\$425.00	3	0.00	NM	1	\$425.00
GM SAT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	-----S-		1		\$425.00		0.00					
19	M	10/20/12	10/20/12	Sat 8-9a Sat 8-9a News	CM	8-9a	-----S-	:30	1	\$325.00	3	0.00	NM	1	\$325.00
NEWS SAT 8A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	-----S-		1		\$325.00		0.00					
20	M	10/21/12	10/21/12	Su 6-7a Sun 6-7a News	CM	6-7a	-----S	:30	1	\$225.00	3	0.00	NM	1	\$225.00
NEWS SUN 6A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	-----S		1		\$225.00		0.00					
21	M	10/21/12	10/21/12	SU GMA Su GMA	CM	7-8a	-----S	:30	1	\$550.00	3	0.00	NM	1	\$550.00
GM SUN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	-----S		1		\$550.00		0.00					
22	M	10/21/12	10/21/12	Sun 8-9a Sun 8-9a	CM	8-9a	-----S	:30	1	\$475.00	3	0.00	NM	1	\$475.00
NEWS SUN 8A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	-----S		1		\$475.00		0.00					
E 23	M	10/21/12	10/21/12	Su 530-6p Su 530-6p News	CM	530-6p	-----S	:30	1	\$450.00	3	0.00	NM	0	\$0.00
NEWS 530P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	-----S		1		\$450.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	M	10/15/12-10/21/12		Su 530-6p		530-6p	-----S	Su :30		(\$450.00)	0.00	NM			
Credited															
Totals													34	\$20,700.00	